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Programme questions

Report of the Secretary-General on the new narrative for section 26, Public information, of the programme budget for the biennium 1998-1999

1. In its resolution 52/220 of 22 December 1997, the General Assembly requested the Secretary-General, *inter alia*, to submit to the Committee for Programme and Coordination at its thirty-eighth session, a new programme narrative for section 26, Public information, of the programme budget for the biennium 1998-1999, in the light of the recommendations of the Committee on Information regarding the conclusions and recommendations of the Task Force on the Reorientation of United Nations Public Information Activities.

2. The present programme narrative of section 26, as contained in the annex to this note, is submitted in accordance with the above request of the General Assembly, taking into account the views contained in the report of the Committee on Information (A/AC.198/1998/L.1/Add.1).

* E/AC.51/1998/1.

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Annex

Part VII
Public information

Section 26

Public information

(Programme 23 of the medium-term plan for the period 1998-2001)

Overview

26.1 The activities proposed in this section correspond to programme 23, Public information, of the medium-term plan for the period 1998-2001 (A/51/6/Rev.1 and Rev.1/Corr.1) and will be implemented by the Department of Public Information. The mandate for the programme lies in the responsibilities entrusted to the Secretariat by the General Assembly, initially in its resolution 13 (I) of 13 February 1946, and further elaborated in subsequent resolutions of the Assembly on questions relating to information, the most recent being General Assembly resolutions 51/138 A and B of 13 December 1996. As the focal point for public information activities of the United Nations, the Department continues to make concerted efforts to enhance the image of the Organization and to promote an informed understanding of its work among peoples of the world through the implementation of programme activities mandated by the General Assembly, keeping in view the purposes and principles of the Charter of the United Nations and the priority areas defined by the Assembly.

26.2 During the biennium 1996-1997, the Department continued to focus on the dissemination of information through electronic networks and databases. The Department has successfully led the Organization's efforts to harness the use of the Internet by launching the United Nations home page on the World Wide Web. Furthermore, to respond to the surge in media and public interest in the work of the Organization, the Department has developed and implemented information strategies aimed at sharpening its focus on specific United Nations issues, expanding communication links with the various commissions, the specialized agencies, funds and programmes of the United Nations system and forming new partnerships with the media, non-governmental organizations (NGOs), educational institutions and businesses to ensure a multiplier effect of its information outreach programmes. An example of the latter was the organization by the Department, in November 1996, of the first United Nations World TV Forum, in collaboration with the Government of Italy and Radio e Televisione Italiana.

26.3 The priority for the Department's 1998-1999 programme of work will be substantially to consolidate and expand its worldwide outreach to its core audiences, in particular those who shape policy and opinion, including the influential new media groups, which are having an increasingly crucial impact in every part of the world. As the Organization approaches the millennium, the Department intends to continue to take every advantage presented by the new information and communication technologies to develop and implement comprehensive and coherent information strategies that showcase the United Nations as an effective organization capable of dealing with issues of concern to the peoples of the world. The implementation of the programme will require both close cooperation with members of the United Nations system, Member States, media and NGOs, educational institutions and the business community, as well as the effective deployment of available

staff and resources. The Department will design an effective outreach programme utilizing various channels of both modern communication technologies and traditional media to communicate the message of the United Nations more clearly and persuasively to all targeted audiences.

26.4 The proposed programme budget covers the current departmental structure comprising:

(a) The Office of the Under-Secretary-General, which provides overall guidance on public information policies and strategies and maintains close contact with permanent representatives of Member States and observers, including heads of other departments of the Secretariat, offices and the specialized agencies of the United Nations system. It also provides secretariat services to the Committee on Information, the Joint United Nations Information Committee and the Publications Board. The Executive Office and Programme Evaluation and Committee Liaison Unit are integral parts of the Office of the Under-Secretary-General and are responsible for providing administrative, financial and personnel support and programme performance reporting, monitoring and evaluation, respectively;

(b) The Office of the Spokesman for the Secretary-General, in collaboration with the Office of the Under-Secretary-General, is responsible for managing the Secretary-General's media-related activities and conducting daily briefings for correspondents and members of permanent missions;

(c) The Media Division is responsible for coverage in the print, audio and visual media, of all breaking news, including meetings coverage, as well as of audio and visual feature productions involving the United Nations at Headquarters, overseas offices, field operations and international conferences. It plans and manages the production, promotion and distribution of its print, audio and visual materials, maintains audio-visual and photo libraries, provides services to accredited correspondents and broadcasting organizations and supplies a special news service for the Secretary-General and his senior officials. It also manages the multimedia website of the United Nations home page on the Internet ;

(d) The Promotion and Public Services Division is responsible for the development and implementation of thematic information and promotion products, strategies and policies for the promotion of United Nations issues, programmes, special events and activities in cooperation with substantive departments, including developing outreach programmes to NGOs, United Nations associations and institutions;

(e) The Library and Publications Division includes the Dag Hammarskjöld Library and the Publications Service (subprogrammes 3 and 4) and is responsible for the development of policies on the work programmes of the Dag Hammarskjöld Library, including coordination and cooperation with other United Nations system and depository libraries. It is also responsible for the planning and management of recurrent publications;

(f) The Information Centres Service reports directly to the Under-Secretary-General and is responsible for substantive guidance, administration and information support, evaluation and overall direction of the network of information centres. The United Nations information centres are entrusted with communicating the United Nations message to local audiences around the world, working in partnership with local NGOs, the media, educational institutions and other groups. They maintain United Nations reference libraries and provide institutional assistance to the United Nations system;

(g) The Committee on Information oversees the work of the Secretariat and other subprogrammes relating to public information. The Committee on Conferences is responsible for monitoring the policy of the Organization on publications. In accordance with General Assembly resolution 43/222 B of 21 December 1988, it exercises that role over United

Nations publications policy with the assistance of the Publications Board, taking into account the views of the Committee on Information and other relevant bodies.

A. Programme of work

26.5 The programme of work to be undertaken during the biennium 1998-1999 is presented below with the four subprogrammes: promotional services, information services, library services and publication services. The activities to be implemented under the programme will be implemented by the following organizational units: Office of the Under-Secretary-General, Media Division, Promotion and Public Services Division (PPSD), Information Centres Service (ICS), Library and Publications Division (LPD), United Nations Information Service at Geneva (UNIS/GVA), United Nations Information Service at Vienna (UNIS/VIE) and United Nations information centres and field offices.

Subprogramme 1

Promotional services

26.6 The subprogramme will be implemented by PPSD, ICS, UNIS/GVA, UNIS/VIE and the United Nations information centres and field offices.

26.7 The major objectives of the subprogramme are to promote an informed positive public understanding of the activities of the United Nations and to help build a broad-based global support for the Organization's goals by highlighting the priority issues of concern to the international community; to continue building partnerships with other departments of the Secretariat, as well as with programmes and the specialized agencies to promote the Secretary-General's call for a system-wide culture of communications and for placing the communications and information functions at the heart of the strategic management of the Organization; to develop and implement, in cooperation with these United Nations system partners, system-wide thematic information campaigns on priority issues of concern to the international community and to ensure the timely production of information materials and the organization of activities in order to create an informed public understanding of the work of the United Nations; to cultivate constituencies and build ongoing relations with important segments of the public, including media organizations, NGOs, educational institutions and business organizations, which are the targets of its thematic information campaigns; to provide authoritative, accurate and timely information in response to media comments and instances of misinformation regarding the work of the Organization; to develop and promote the use of information materials about the United Nations aimed at students and educators; and to encourage active support of the Organization through direct outreach to the public. To that end, the focus of the subprogramme will be on the role of the Organization in furthering economic and social development, democracy and human rights and peace and security and on reflecting effectively and in a timely manner the activities, successes and performance of the Organization and the relevance of every aspect of its work to the daily lives and concerns of people everywhere. The global network of information centres will give a local voice to the United Nations message, tailoring the central communications strategy to local conditions and interests with a view to achieving maximum impact.

26.8 The ability of the subprogramme to achieve these objectives and to effectively communicate the United Nations message will depend largely on how well it packages and presents its operations to its key constituencies in a timely and, particularly for the media,

news-oriented manner. In this regard, the Department will continue to enhance its capacity to use the Internet to its full potential. The Department will also continue to strengthen its capacity as the Department responsible for coordinating, managing and providing public information content for the United Nations Website. At the same time, the traditional media, print, radio and television, will continue to receive high priority to ensure outreach to all countries. To take full advantage of the Internet, print materials produced by the Promotion and Public Services Division will also be adapted for posting on the United Nations home page on the World Wide Web.

26.9 The Division will produce public information materials designed especially for direct public consumption, as well as material geared towards key redisseminators such as the media, educational institutions, government agencies and civil society, including NGOs, youth organizations, United Nations associations, business organizations and other actors in the private sector, which the Department of Public Information relies upon as partners in the effort to promote the work of the Organization as widely as possible. Innovative ways to strengthen the dissemination of information to these key redisseminators, including sectors previously untapped, will be pursued at Headquarters by PPSD and in the field by the information centres in the form of an annual Department of Public Information/NGO conference, seminars, workshops, special events and other activities focusing on priority themes, many co-sponsored with United Nations system partners and private sector organizations. Through such programmes, various target groups are not only given access to information about the United Nations, but they also are provided with channels for participation in United Nations activities. In addition, attention will be given to the guided tours and its exhibits, as well as temporary exhibitions, which together serve as a means of direct outreach to the public, especially students, and provide an opportunity to tell the United Nations story to those who visit Headquarters, the Palais des Nations in Geneva and the Vienna International Centre.

26.10 The Promotion and Public Services Division will work closely with other substantive departments in the Secretariat, as well as the specialized agencies and programmes, to define the themes to be highlighted throughout the biennium and to coordinate the public information activities of the Organization, with a view to presenting a unified image. To that end, the Division will, for its part, seek to develop further the coordinating mechanism for the public information components of peacekeeping and other field missions, which was established at its initiative with the cooperation of the Departments of Peacekeeping Operations, Political Affairs and Humanitarian Affairs. It will also seek to strengthen the cooperation between the Department of Public Information and the substantive departments in the economic and social fields to ensure the promotion of various priority issues such as sustainable development, ageing, drug abuse, crime control, women and economic development. In the area of human rights, the Division and UNIS/GVA will work closely with the Office of the United Nations High Commissioner for Human Rights/Centre for Human Rights. The United Nation Information Service at Geneva will work closely with the secretariat of the Conference on Disarmament.

26.11 The Information Centres Service is the conduit for conveying the Department's communications strategy for implementation in the field, through the network of United Nations information centres and services. It provides guidelines, sets priorities and provides ongoing programme support to these offices. Through a monthly reporting system, it tabulates and monitors information on their activities and evaluates their performance. The Information Centres Service oversees the financial and administrative management of the centres and is responsible for liaison with national Governments and offices of the Secretariat on all matters pertaining to the operation of the information centres. The Service disseminates, on a daily basis, the latest information on United Nations issues and activities

to all field offices via electronic and traditional means. It also provides technical guidance on all communications and computer-related issues and develops or upgrades software for the field offices.

26.12 During the biennium 1998-1999, ICS will continue to explore and implement the most efficient and cost-effective ways of ensuring the maximum level of programme delivery by the United Nations information centres. It will provide the centres with sustained programme support and timely administrative response and encourage them to cultivate new partnerships and collaborative arrangements with various segments of the local civil society. Computerization and professional training, including briefing sessions by occupational category, will continue to the extent possible within increasingly limited resource allocations.

Activities

26.13 During the biennium the following activities will be undertaken:

(a) *Servicing of intergovernmental/expert bodies*

(i) Substantive servicing of meetings. Information assistance to the annual two-week session of the Committee on Information and to the Special Political and Decolonization Committee of the General Assembly during its consideration of questions relating to information (1998 and 1999) (ICS);

(ii) Parliamentary documentation. Contributions to the reports of the Secretary-General to the annual sessions of the Committee on Information; to the Special Political and Decolonization Committee for its consideration of the agenda item on information; and to subsidiary bodies of the General Assembly and the Economic and Social Council on thematic activities, as mandated by the Assembly (1998 and 1999) (ICS);

(b) *Other substantive activities*

(i) Publications

Non-recurrent publications. Production of "*Development Update*", a bimonthly publication on major United Nations development issues and events and annual publication of a directory of NGOs in association with the Department of Public Information, which lists NGOs alphabetically, by region and by field of speciality (PPSD).

(ii) Exhibits, guided tours, lectures

a. Organization and coordination of the guided tours programme at Headquarters, Geneva and Vienna (PPSD, UNIS/GVA and UNIS/VIE);

b. Planning and production of a new series of semi-permanent exhibits for the guided tour route at Headquarters, aimed at updating the information content and enhancing its appeal to visitors (PPSD);

c. Design and installation of temporary exhibitions in the Public Lobby and other sites throughout the Headquarters complex and design and installation of a new display system for such exhibitions. Arrangement for some of these exhibitions to travel and be mounted in locations away from Headquarters (PPSD);

d. Managing the calendar of temporary exhibitions at Headquarters and publicizing those exhibitions on the United Nations home page and through other media outlets (PPSD);

e. Preparation of simple exhibits depicting the work of the United Nations information centres for display at the annual sessions of the Committee on Information and the Special Political and Decolonization Committee and at the annual United Nations inter-agency information fairs held at Headquarters (1998 and 1999) (ICS);

f. Organization of exhibits of United Nations publications or other exhibits on specific United Nations priority themes, either at United Nations information centres or other locations (United Nations information centres, UNIS/GVA and UNIS/VIE); and preparation of small exhibits at the Vienna International Centre in observance of United Nations commemorative days, years, anniversaries and other events and to promote the priority issues of development, peacekeeping and human rights, as well as the activities and achievements of the Vienna-based United Nations programmes and units (UNIS/VIE);

g. Augmentation and replacement of exhibits on the United Nations system in general and the work of the Vienna-based United Nations programmes and units, in particular along the guided tour route at the Vienna International Centre (UNIS/VIE);

h. Improvement of the guided tour programme at the Vienna International Centre to increase its accessibility and attractiveness to visitors, including arrangements for sales of United Nations publications and souvenir items and continuation of a special tour programme for children aged 6 to 12 (UNIS/VIE);

i. Lectures and briefings on United Nations issues, often conducted in collaboration with local NGOs or educational institutions (United Nations information centres, UNIS/GVA and UNIS/VIE); lectures on the United Nations priority themes (peace, development, equality, justice) and the Economic Commission for Europe (ECE): lectures, round tables and seminars on the Commission (UNIS/GVA); and annual briefings for NGOs, the United Nations Development Programme (UNDP) resident coordinators/resident representatives and for various Department of Public Information programmes (ICS);

j. Annual conduct of the Geneva graduate study programme, a three-week seminar for 80 students from around the world (UNIS/GVA);

k. Information seminars for students, NGOs, government officials and journalists (approximately 25 seminars annually) (UNIS/GVA);

l. Distribution of photo material, posters and other visual material to NGOs and educational institutions (UNIS/VIE and UNIS/GVA);

m. Photo coverage of meetings, conferences and events held at Vienna, as well as of visits of the Secretary-General and other high-ranking officials (UNIS/VIE);

n. Continuation of public inquiry service to meet oral and written requests for United Nations documents, press releases, publications, information material, posters, film and video programmes and assist academic institutions, libraries, NGOs and other bodies in research and study projects relating to United Nations programmes and activities (PPSD, UNIS/VIE and UNIS/GVA);

(iii) Booklets, pamphlets, fact sheets, wall charts, information kits

a. Preparation and production of information kits, backgrounders, posters and other print materials on topics relating to peace and security issues, including

disarmament and complex emergencies; human rights issues related to the fiftieth anniversary of the Universal Declaration of Human Rights (1998) and a special information kit for use during the International Year of Older Persons (1999) by the media, NGOs, parliamentarians, national ministries and academic institutions; the United Nations Diplomatic Conference of Plenipotentiaries on the Establishment of an International Criminal Court (1998); the twentieth special session of the General Assembly on drug control (1998), for use by the media, NGOs, Governments and schools; on economic development issues, including the International Decade for the Eradication of Poverty, the *World Economic and Social Survey* and end-of-year update; social development issues, such as youth, disability and crime prevention, including materials in preparation for the Tenth United Nations Congress on the Prevention of Crime and the Treatment of Offenders; sustainable development issues, including the five-year review of the Global Conference on the Sustainable Development of Small Island Developing States, climate change, biodiversity, desertification and fish stocks, aimed primarily at the media and specialized NGOs; issues relating to the work of the United Nations on the question of Palestine; and issues relating to the advancement of women, aimed primarily at the media and specialized NGOs (PPSD). At the local level, United Nations information centres will produce, as appropriate, local-language versions of press kits and backgrounders, as well as original productions;

b. Updating, printing and/or reprinting of booklets: *United Nations Peacekeeping; The Story of the United Nations; Notes for Students; Q&A game; The United Nations and the Question of Palestine and For the Rights of the Palestinians-The Work of the Committee on the Exercise of the Inalienable Rights of the Palestinian People* (1998, in Arabic, English, French and Spanish) (PPSD);

c. Update and publication of the wall chart on United Nations peacekeeping operations, selected political missions and complex emergencies (1998, in the six official languages) (PPSD);

d. Preparation and production of a year-end package on United Nations peacekeeping and other field operations: *Year in Review* (1998 and 1999, in English and French) (PPSD);

e. Reprints in popular formats of texts of United Nations human rights instruments; reprints in "passbook" format of the full text of the Universal Declaration of Human Rights; reprints in popular formats of the full texts, with an introductory explanation of United Nations instruments relating to women, social development and sustainable development for distribution to schools, NGOs and the general public; and reprints of *Welcome to the UN, the Information Guide for the Public* and the background papers for the Model United Nations Kit (PPSD);

f. Publication of four *United Nations Focus* articles, in cooperation with the Department of Political Affairs, on developments concerning the Non-Self-Governing Territories (in English, French and Spanish) (PPSD);

g. Maintenance of a resource centre for NGOs at Headquarters, which contains current United Nations documents and press releases, United Nations publications, as well as those from agencies and programmes of the United Nations system, NGO publications and a United Nations video lending library and an NGO lounge at the Palais des Nations, Geneva (PPSD and UNIS/GVA);

h. Publication of a brochure for NGOs which explains the work of the NGO Section of the Department of Public Information and how organizations can apply for association with the Department (PPSD);

i. Promotion of the sale of United Nations publications by including such information in United Nations information centre newsletters or producing regular bulletins listing new sales publications (United Nations information centres);

(iv) Press releases, press conferences, briefings

a. Production of time-dated materials on current human rights issues for use by the media and specialized NGOs and on economic and social development issues, including issues relating to sustainable development and women, aimed primarily at the media and specialized NGOs (PPSD);

b. Organization of press conferences on intergovernmental meetings such as the Commission on Sustainable Development, the Commission on Social Development, the Commission on the Status of Women and the Committee on Human Rights and to launch specific products, e.g. *World Economic and Social Survey*. Also, organization of press briefings relating to special conferences, e.g. the twentieth special session of the General Assembly on the drug control, the United Nations Diplomatic Conference of Plenipotentiaries on the Establishment of an International Criminal Court, or observances such as the International Year of Older Persons;

c. Continuation of the media response programme through production and dissemination of authoritative, reader-friendly information materials for dissemination to the media, NGOs and other potential advocates of the work of the United Nations; rapid response through letters to the editor and other direct contact with media practitioners in response to media comments and instances of misinformation regarding the work of the Organization; and outreach efforts to identify and assist individuals willing to speak publicly on behalf of the Organization (PPSD and the United Nations information centres);

d. Discretionary, customized electronic distribution to the network of United Nations field offices of press releases, including the Secretary-General's messages and statements, giving due priority to the most important and time-sensitive materials, to the information's relevance to the recipients concerned and to the most appropriate means of delivery; timely electronic dissemination of major United Nations documents of importance to Governments, media and the general public, customizing the information to the needs of the specific recipients to obtain maximum impact; distribution of selected United Nations information materials on diskette; and provision of research for specific documents upon request from United Nations information centres and other recipients of ICS services (ICS);

e. Organization of weekly briefings for NGOs on a wide range of issues before the United Nations, with the briefings organized as panel discussions, consisting of speakers representing the United Nations, Governments and NGOs. Preparation of a weekly newsletter, "DPI/NGO Link", highlighting major developments at the United Nations and meetings of interest to NGOs. Also preparation of a monthly calendar of briefings, which is mailed to all NGOs and put on the United Nations home page (PPSD); and organization of briefings for NGOs on human rights, disarmament and development issues (UNIS/GVA);

f. Establishment and maintenance, through the Peace and Security Section, PPSD, of a focal point to plan and support the public information components in peacekeeping and other field missions (PPSD);

(v) Special events

a. Organization of a round table for journalists and editors from the international news media on key human rights issues and the role of the United Nations, to be held at Headquarters during 1998 and related to the fiftieth anniversary of the Universal Declaration of Human Rights (PPSD);

b. Organization of special outreach activities on substantive issues to strengthen partnerships between the United Nations, the media and civil society groups and other potential advocates of the work of the United Nations (PPSD and the United Nations information centres);

c. Organization of an annual three-day conference for NGOs on a major United Nations theme, which brings together over 1,500 representatives of NGOs from around the world and publication of the conference programme and final report (PPSD). Parallel NGO conferences on a smaller scale are organized at several locations by the United Nations information centres;

d. Organization of an annual two-day orientation course for newly accredited NGO representatives (PPSD);

e. Planning and organizing of "Students' Days" at the United Nations: special events involving school groups, often carried out in partnership with other parts of the United Nations system and/or with NGOs (PPSD);

f. Organization of teachers' seminars and workshops to encourage and facilitate teaching about the United Nations by educators and advocacy groups (PPSD);

g. Organization of special events, forums, concerts and other activities, co-sponsored with United Nations system and non-United Nations system partners, designed to enhance the image of the Organization and capture the attention of the media, encouraging them to project United Nations messages to a worldwide audience (PPSD and the United Nations information centres);

h. Organization in 1998 of one international encounter for journalists on issues relating to the question of Palestine (PPSD);

i. Organization of two news missions to the Middle East to promote an informed understanding among journalists of issues and developments relating to the question of Palestine (PPSD);

j. Organizing a media encounter or seminar, subject to available supplementary extrabudgetary funding, on peacemaking and peacekeeping efforts, in collaboration with other partners (PPSD);

k. Coordination of an annual system-wide calendar of events and exhibitions at Headquarters (PPSD);

l. Accreditation of NGOs seeking associate status with the Department (PPSD);

m. Arranging of special events, such as essay competitions, concerts or other promotional events designed to attract the attention of the media and the public (United Nations information centres);

n. Organizing training workshops for journalists to promote better understanding of United Nations issues or workshops for students preparing for model United Nations conferences (United Nations information centres);

(c) *International cooperation and inter-agency coordination and liaison*

(i) Participation in special events. Policy and programme coordination with UNDP and the United Nations Development Group in the management of "integrated offices", coordination, as warranted, with various Departments in the Secretariat and with United Nations system partners regarding United Nations information centre assistance to their media campaigns, launching of major annual reports or other public information outreach activities; and programme liaison to follow up a wide range of General Assembly mandates and in connection with the International Year of the Ocean (1998) and the International Year of Older Persons (1999) (ICS);

(ii) Technical cooperation

Group training, including seminars, workshops and fellowships.

a. Planning and organizing an annual six-week training programme for broadcasters and journalists from developing countries at Headquarters (PPSD);

b. The organization of two internship programmes at Headquarters, one in 1998 and one in 1999, for Palestinian journalists and radio and television broadcasters (PPSD);

c. Organization of group training in the field or at Headquarters to provide comprehensive briefing to newly recruited staff of United Nations information centres, such as national information officers, information assistants, reference assistants and administrative assistants, on policies and programmes in their areas of specialization (ICS).

Subprogramme 2

Information services

26.14 The subprogramme will be implemented by the Media Division, the Office of the Spokesman for the Secretary-General, the network of United Nations information centres and field offices, UNIS/GVA and UNIS/VIE.

26.15 The major objective of this subprogramme is to meet the increasing need for information on the activities of the Organization, the Secretary-General and senior officials. Other objectives include the provision of timely and authoritative information by the Spokesman for the Secretary-General to media representatives, the provision of timely and adaptable information materials through the United Nations information centres to meet regional and local needs, the establishment of an international broadcasting system and monitoring of international trends and events as reflected in the media, as well as coverage of the Organization and the Secretary-General by major media networks. The Media Division will lead the effort in sharpening and better targeting the Department's multimedia output to reach out to new audiences and constituencies using cost-effective channels of information delivery.

26.16 The Media Division, the Office of the Spokesman for the Secretary-General, the network of United Nations information centres and field offices, UNIS/GVA and UNIS/VIE will design and implement a multimedia programme of coverage, promotional,

communication and dissemination activities on the vision and actions of the United Nations in addressing issues of international concern in a changing world as it approaches the twenty-first century. During the biennium, the subprogramme will focus on developing wider outreach to new constituencies, achieving greater impact through the use of modern communication technologies and a flexible allocation of resources to achieve optimal efficiency. The Media Division will set priorities for programme production and delivery and will develop a feedback mechanism for better evaluation of the outreach, impact and cost-effectiveness of its activities. The Information Centres Service will set public information strategy policy and the programme of work with a view to ensuring the most efficient and cost-effective programme delivery by the centres.

26.17 Subprogramme activities will provide multilingual coverage and information output through the media of press releases, radio programmes, television, video and photographs on the meetings and actions of the United Nations at Headquarters, at regional and field offices and peacekeeping and humanitarian assistance missions worldwide, as well as at international conferences convened by the United Nations. Information output and dissemination will also reflect, in professional media formats, priority issues of the Organization and the common system in order to promote universal understanding of these issues and better international cooperation in addressing them. A new multimedia central editorial board will be established, with the objective of developing and maintaining a timely and more effective news gathering and delivery capacity, tied as much as possible to the global daily news cycle. The editorial board would meet briefly at the beginning of each day to determine daily priorities in terms of news value and, when appropriate, to decide how to respond, in a clear and timely manner, to misinformation. An important adjunct of the board would involve the transformation of the *Daily Highlights* into a news service, using the Internet and other channels of rapid communication as delivery mechanisms.

26.18 Coverage and information output will be produced and distributed, taking into account the specific needs of redisseminators and target audiences, including national and international media, delegations, NGOs and educational institutions and national, regional and international audiences, respectively. The subprogramme will devote increasing attention to new actors and potential partners on the international scene, such as the business community, grass-roots movements, advocacy groups, women's organizations, youth organizations and national and regional audiences of different cultural orientations. Part of the subprogramme activities will also concentrate on keeping the Secretary-General and his senior aides promptly and fully informed of media coverage of the United Nations, national and international trends of interest to the Organization and news-breaking developments around the world. Providing accreditation and coverage facilities to international media representatives at Headquarters, the Palais des Nations, Geneva and United Nations conferences away from Headquarters is also one of the important activities of the subprogramme.

26.19 The acquisition and use of modern communication technologies in the implementation of subprogramme activities is designed to enhance outreach, trim costs and, at Headquarters and in the field, maximize impact through achieving better value with the same resources. Foremost among these technologies will be the use of the Internet for the transmission of multimedia output (text, audio, video and photo), the use of resource-saving digital audio and video editing, mixing and production systems, digital graphic technology, digital and direct radio transmission channels and the integration of audio-visual archives for fast electronic dissemination to international audiences. For example, the posting of press releases and the *Daily Highlights* on the Internet will achieve greater accessibility by users, far beyond the press racks at Headquarters. The introduction of United Nations Radio news

and features on the Internet will gradually change the mode of transmission and availability to a fast-growing number of Internet broadcasters and end-users.

26.20 At major United Nations centres and at the field level, the focus would be on strengthening the capabilities of the network of United Nations information centres and field offices and the United Nations Information Services at Geneva and Vienna, and on delivering quick and comprehensive information by enhancing their access to modern communications technology. Depending on local conditions, some United Nations information centres will develop their own home pages on the World Wide Web, containing United Nations information in local languages and responding to the particular interests of the region. As electronic communication becomes more common around the world, United Nations information centres will increase their redissemination of United Nations information via e-mail. At the same time, they will profit from the continued development of the United Nations home page on the World Wide Web and such facilities as the optical disk system (ODS). In addition, the United Nations information centres and field offices and the United Nations Information Services at Geneva and Vienna will strengthen the broad range of activities designed to promote a better understanding of the United Nations goals and activities.

Activities

26.21 During the biennium the following activities will be undertaken:

(a) *Other substantive activities*

(i) Booklets, pamphlets, fact sheets, wall charts, information kits:

a. Maintaining distribution patterns for print information materials and ensuring the most efficient, cost-effective and on-demand dissemination of Department of Public Information publications to United Nations information centres, UNDP offices, peacekeeping operations and public electronic networks; and exploring ways of optimizing the distribution of print materials in an environment of diminishing resources (ICS);

b. Producing information material, such as newsletters highlighting topical United Nations issues, booklets, leaflets, information kits and fact sheets. Some are local language versions of Department of Public Information products, others are original productions by the United Nations information centres (United Nations information centres and field offices, UNIS/GVA and UNIS/VIE);

(ii) Press releases, press conferences

a. Organizing press conferences for the Secretary-General, senior United Nations officials and representatives of Member States or of the United Nations system (Office of the Spokesman of the Secretary-General, UNIS/GVA, UNIS/VIE and United Nations information centres and field offices); providing media liaison for the Secretary-General, including arranging interviews and drafting substantive responses to interviews on his behalf; and accompanying the Secretary-General on tours and visits (Office of the Spokesman of the Secretary-General);

b. Holding of briefings and interviews for media correspondents and preparation of background information on United Nations priority issues (Office of the Spokesman of the Secretary-General, UNIS/GVA, UNIS/VIE and United Nations information centres and field offices); and production of notes on briefings and press conferences summarizing the proceedings on the twice weekly briefings to correspondents of UNIS/GVA and on briefings by senior officials (UNIS/GVA);

c. Provision of liaison and accreditation to local and international media representatives in their coverage of United Nations activities at Headquarters, Geneva and Vienna and major United Nations conferences or meetings held away from Headquarters (Media Division, UNIS/GVA and UNIS/VIE); and maintaining contact with accredited press, including answering queries and providing information materials (Office of the Secretary-General, UNIS/GVA and UNIS/VIE);

d. Production of press releases, in English and French, on the proceedings of United Nations public meetings worldwide, as well as on activities such as peacekeeping operations, special observances and events, the activities of the Secretary-General and other activities of the United Nations and its specialized agencies (Media Division); and reissuance of Headquarters press releases for dissemination to media, permanent missions, United Nations system officials and special target audiences (UNIS/GVA, UNIS/VIE and United Nations information centres and field offices). Available at Headquarters, transmitted electronically to United Nations information services and centres around the world and now available to millions of users internationally on the World Wide Web, press releases are also issued to provide background information in advance of the sessional meetings of United Nations bodies and to provide "round-ups" of the results following the conclusion of such meetings; to summarize selected United Nations reports and publications; and to provide overviews of the activities of United Nations offices away from Headquarters (Media Division);

e. Press releases, feature stories, backgrounders, fact sheets and other relevant material in German and Hungarian on such subjects as peacekeeping, peacemaking, peace-building; international security and disarmament; the question of Palestine; self-determination and decolonization; human rights; economic and social development; the environment; and women and youth (UNIS/VIE and UNIS/GVA);

f. Press releases, feature stories, backgrounders, fact sheets and other information material, as required, in English, French and German, on United Nations activities in the field of drug abuse control, crime prevention and the peaceful uses of outer space (UNIS/VIE);

g. Press releases in English and French will be issued to cover meetings, observances, special events and other activities of the United Nations at Vienna. The United Nations Information Service at Vienna will also cover meetings held abroad, organized by Vienna-based United Nations programmes and units. In addition to press coverage for meetings, the material produced will include backgrounders, round-ups and notes to correspondents. Summary press releases in German and Hungarian on such meetings and events will be produced as required. These releases are intended for use by the media, government officials, permanent missions, United Nations system officials at Vienna, educational and academic institutions and NGOs (UNIS/VIE);

h. Production of press releases on ECE and media reports (UNIS/GVA);

i. Producing and disseminating press releases, fact sheets and other information materials such as booklets, leaflets and information kits, often in local language versions of material emanating from Headquarters or other main United Nations offices (United Nations information centres and field offices);

j. Production of notes on briefings and press conferences summarizing the proceedings in the daily briefings to correspondents of the Secretary-General's

spokespersons and on briefings by senior United Nations officials and press conferences by delegations (Media Division and UNIS/GVA);

k. Publication of annual compendia of resolutions and decisions adopted by the General Assembly (in English, French and Arabic) and by the Security Council, as well as presidential statements of the Council (in English and French) (Media Division);

l. Distribution of information material, such as press releases, official United Nations documentation, delegation and United Nations agency press releases, texts of statements and press kits to correspondents accredited to Headquarters, the United Nations Office at Geneva and to United Nations conferences held away from Headquarters (Media Division and UNIS/GVA);

m. Production of newsletters in local languages highlighting topical United Nations issues (United Nations information centres and field offices);

n. Preparation and transmittal to Headquarters of news summaries of local media coverage of United Nations issues (United Nations information centres and field offices);

o. Production in English and French of press releases on the proceedings of United Nations public meetings held at Geneva, in particular on human rights and disarmament issues. In addition to meetings coverage, the production of press releases also entails the preparation of backgrounders and notes to correspondents. These releases, about 600 each per year, in English and French, are intended for use by the media, including the 250 correspondents accredited at the Palais des Nations, permanent missions, NGOs and United Nations system officials; production of summaries of the twice-weekly press briefings and conferences held at Geneva (around 150); and production in English and French of transcripts of press conferences given by the Secretary-General at Geneva (UNIS/GVA);

p. Information strategies and publicity programmes for the United Nations Office at Geneva and other United Nations offices, in particular the Office of the United Nations High Commissioner for Human Rights/Centre for Human Rights (UNIS/GVA);

q. Information materials such as special features, opinion/editorial articles, summaries, policy papers, backgrounders, media seminars (UNIS/GVA);

r. A weekly newsletter in English and Hungarian will be produced providing news summaries of United Nations activities and forecasts of international meetings and events. The newsletters will also contain major statements and messages from the Secretary-General, notes on new publications and reports and feature stories on United Nations programmes and activities (UNIS/VIE);

s. Production of 15 information kits annually in connection with meetings of the Conference on Disarmament and the Commission on Human Rights and other meetings and special events (UNIS/GVA);

t. Production of print material on ECE issues: a permanently updated information kit, brochures on ECE activities (two or three per year), a quarterly survey on events and publications ("ECE Highlights"), and a biannual catalogue of ECE publications (UNIS/GVA);

u. Publication of various booklets and pamphlets in German and Hungarian, including the annual report of the Secretary-General to the General Assembly on

the work of the Organization; an Austria-oriented version of "Setting the Record Straight" in German; reprints of a booklet containing the full text of the Universal Declaration of Human Rights and other human rights instruments; and brochures on the United Nations and international drug control and the United Nations and crime prevention, *United Nations in Brief* and *Basic Facts about the United Nations* (UNIS/VIE);

(iii) Electronic, audio and video issuances

a. Radio and Central News Services

i. Production and dissemination of news bulletins, interviews and news magazines. Daily and weekly 5-15 minute coverage of activities provided in Arabic, Bangla, Chinese, English, French, Kiswahili, Portuguese, Russian and Spanish for distribution to broadcasting organizations via telephone, radio circuits, the Internet and through the pre-recorded United Nations Radio Audio Information System. During the biennium, these programmes will be disseminated on tape, short-wave and sound-files on the Internet, targeting end-users, broadcasting organizations and the public at large (Media Division);

ii. Radio documentaries and regional magazines

Production of weekly 15-minute features, documentaries and multi-segment regional magazines in Arabic, Bangla, Chinese, Creole, Dutch, English, French, Hindi, Indonesian, Kiswahili, Portuguese, Russian, Spanish, Turkish and Urdu and distribution on audio-cassette or open-reel tapes to radio stations throughout the world for local, national and external broadcasting. Dissemination will gradually include the Internet as the service's users increase in different regions of the world (Media Division);

In addition to recurrent coverage activities and current affairs programmes, thematic programme production in feature and documentary formats will focus on the following priorities: peacekeeping and humanitarian assistance; human rights and the fiftieth anniversary of the Universal Declaration of Human Rights (1948-1998); illicit drug trafficking and substance abuse (twentieth special session of the General Assembly in 1998); United Nations New Agenda for the Development of Africa; terrorism; environmentally sustainable development (follow-up to the nineteenth special session of the General Assembly on the United Nations Conference on Environment and Development in 1997); youth and related problems; population and development; human settlements; and International Year of Older Persons (1999) (Media Division);

Production of a series of programmes in two special thematic categories: women (104 programmes in English and 24 each in Arabic, French and Spanish) and the question of Palestine (in Arabic, English and French) (Media Division);

Substantive and managerial support to the United Nations home page on the Internet; and introduction and maintenance of United Nations Radio on the Internet (Media Division);

Posting of radio news bulletins and other programmes on the United Nations Audio Information System, which is accessed by telephone (Media Division);

Publication, in print and electronic format, of the daily highlights and a daily news service to the pool of non-aligned news agencies (Media Division);

Providing technical and programming support to peacekeeping missions in the field, including needs-assessment missions and survey services (Media Division);

iii. Audio-visual promotion and distribution. Promotion and distribution of 27 radio programmes in 15 languages each week to approximately 2,000 radio broadcasters worldwide; and the promotion, marketing and distribution of video/television documentary programmes, *UN in Action*, *World Chronicle* and *Year in Review*, public service announcements and the Secretary-General's messages to television broadcasters and commercial distributors, 124 United Nations video/film libraries, NGOs, educational institutions and Governments around the world (Media Division);

b. Video Section

i. Production of the *UN in Action* series of television news magazine items, broadcast in more than 100 countries to provide coverage of United Nations and United Nations system activities around the world (138 items for the biennium, in Arabic, English, French, Russian and Spanish). A version of *UN in Action* is broadcast on CNN *World Report* at least once a week (Media Division);

ii. Production of *World Chronicle*, a television discussion programme, at times adapted in radio format, which provides a broadcast forum for senior United Nations and United Nations system officials, as well as other relevant personalities, to air the Organization's views on the main subjects on the United Nations system agenda (78 programmes for the biennium) (Media Division);

iii. Production of two 30-minute feature documentaries to be adapted in Arabic, French and Spanish on peacekeeping and development and on human rights (Media Division);

iv. Production of two 15-minute video reviews of the year for distribution on cassette and satellite to broadcasters worldwide (1998 and 1999, in six languages) (Media Division);

v. Interdepartmental and external co-productions of ad hoc documentaries, public service announcements, TV spots; and adaptation of Video Section products for use on the Internet (Media Division);

vi. Expansion of co-production arrangements with major national and international news television organizations to ensure increased coverage of United Nations issues by global broadcasters (Media Division);

vii. Increased coverage of the Secretary-General during his field missions, either by an accompanying DPI team, which will provide pool footage, or by arranging for a major television broadcaster to accompany the Secretary-General (Media Division);

c. Television and Audio-visual Production Section

i. Production of television coverage of meetings of the General Assembly and the Security Council and of other meetings and events at Headquarters for

distribution to news broadcasting organizations directly or through global redisseminators, as well as for delegations, educational institutions, NGOs and for use in other departmental outputs and for archival purposes (Media Division);

ii. Production of photographic materials of appointments of the Secretary-General, United Nations meetings, conferences and other events at and away from Headquarters, including all trips made by the Secretary-General, as well as United Nations field projects, for distribution to news organizations, publishers, educational institutions, NGOs and delegations, and for use in the production of other departmental outputs and for archival purposes. Utilizing digital cameras and transmission equipment, news photos taken in the field are transmitted to Headquarters immediately and made available to the media as well as posted to the Internet (Media Division);

iii. Maintenance of audio-visual materials (audio, film/video and photo) and their corresponding databases and provision of these, including the necessary research, for the production of other departmental outputs, and for use by news organizations, news broadcasting organizations, educational institutions, NGOs and delegations (Media Division);

iv. Maintenance of the audio and visual portion of the United Nations home page on the Internet, including the availability of reproducible photographic images and radio programmes (Media Division);

v. Maintenance and management of TV and radio studios and facilities to permit the production of television and radio news programmes and features (Media Division);

vi. Distribution of United Nations video productions, in particular the *UN in Action* series, to local television networks, NGOs and educational institutions (United Nations information centres/United Nations Information Services);

d. News Distribution Section. Preparation and posting on the Intranet of two daily editions of daily press clippings; three political information bulletins per day summarizing the most up-to-date information; compilation of weekly dossiers of analytical press articles on the United Nations and the activities of the Secretary-General and monthly dossiers of articles relating to the Secretary-General; and preparation of comprehensive political analyses of print media coverage of the United Nations. These products are intended to keep the Secretary-General and his senior staff informed of media reaction to the United Nations and its activities (Media Division);

(iv) Radio and Video Productions

a. Coverage of special events, meetings and press conferences. On a yearly basis: production of 130 radio news stories and 100 interviews for inclusion in Headquarters radio programmes; and 100 audio cuts to be supplied for Headquarters-produced programmes (UNIS/GVA);

b. Production of television magazine programmes, including for the *UN in Action* and CNN *World Report* television series (three each annually) (UNIS/GVA);

c. Television coverage of special events, meetings and press conferences, resulting in the production and dissemination of news reports (UNIS/GVA) via television news agencies;

d. Satellite feedpoint for news stories and live and taped studio interviews (UNIS/GVA);

e. Co-production of television magazine and documentary programmes in cooperation with other United Nations agencies, e.g. UNDP (Azimuth), the International Trade Centre, the United Nations Conference on Trade and Development, the Office of the United Nations High Commissioner for Refugees, the International Labour Organization, the World Health Organization and the World Meteorological Organization (UNIS/GVA);

f. Archiving of news coverage for use in news magazine and documentary production at Geneva and at Headquarters (UNIS/GVA);

g. Distribution of weekly and monthly radio documentaries, features and magazines to radio stations as well as interested educational institutions and NGOs in Austria and Hungary (UNIS/VIE);

h. Radio news programmes, features, interviews and documentaries focusing on the activities of the Vienna-based United Nations programmes and meetings and conferences held at Vienna and abroad to supplement and complement those produced at Headquarters (UNIS/VIE);

i. Production of 15-minute video presentations, in German, on the United Nations work in the fields of drug control, crime prevention and outer space. Existing footage will be used (UNIS/VIE);

j. Footage of television coverage of major United Nations meetings and events will be offered, where appropriate, for direct dissemination to television broadcasters and provided to United Nations Television at Headquarters for inclusion in feature production and for archival purposes (UNIS/VIE);

(v) Photo coverage. Photo coverage of special events and meetings at Geneva (50 events annually) and reproduction of photos for United Nations archives at Headquarters and Geneva (UNIS/GVA);

(vi) Technical material for outside user

a. Dissemination of information materials and press releases to members of permanent and observer missions, NGOs and media representatives in hard copy and by electronic means, in particular the United Nations Office at Geneva home page (UNIS/GVA);

b. ECE home page on the Internet (UNIS/GVA);

c. Dissemination of list of media events at the United Nations Office at Geneva through the Internet and in hard copy (UNIS/GVA);

d. Information on ECE-related matters (UNIS/GVA);

(vii) Special events

a. Special publicity efforts and information campaigns will aim at promoting greater awareness of and increasing support for United Nations priority programmes. Those efforts will include regular contacts with key public opinion leaders and senior media representatives, government officials, parliamentarians, academic leaders, educational authorities, United Nations associations and other NGOs (UNIS/GVA and UNIS/VIE);

b. Promotion of special observances of United Nations commemorative days, years, anniversaries as well as ad hoc events, including the presentation of special

United Nations reports and programmes, and the promotion of special international conferences and summit meetings (UNIS/GVA and UNIS/VIE);

(b) *International cooperation and inter-agency coordination and liaison*

Participation in activities of the United Nations systems:

a. Cooperating with United Nations programmes and agencies in connection with their information outreach programmes (United Nations information centres and field offices);

b. Providing an outlet for the dissemination of information from all United Nations programmes and the specialized agencies and responding to media inquiries with regard to their activities (United Nations information centres and field offices);

c. Targeting and distributing printed public information materials on selected subjects to NGOs (United Nations information centres/United Nations Information Services);

d. Organizing briefings for NGOs on issues before the United Nations and main areas of activity of the Vienna-based United Nations programmes and units (United Nations information centres/United Nations Information Services);

e. Organizing joint educational/information programmes with NGOs and cooperation projects for publishing local language versions of United Nations information material, booklets and video programmes (United Nations information centres/United Nations Information Services).

Subprogramme 3

Library services

26.22 The subprogramme will be implemented by the Library and Publications Division (LPD) and the network of United Nations information centres and field offices, UNIS/GVA and UNIS/VIE.

26.23 The main objectives of this subprogramme are to provide library services to the Secretariat, permanent missions, parliamentarians, government officials, NGOs, researchers, and the general public; to ensure the continuous development and management of an accessible archival system of United Nations documents and publications; to facilitate the research needs of its clients; to continue to collect and maintain a United Nations documents reference collection with materials, to provide the most useful electronic services possible and to train clients in their use; and to maintain a system of United Nations depository libraries.

26.24 In line with the report of the Task Force on the Reorientation of United Nations Public Information Activities (A/AC.198/1997/CRP.1 of 14 August 1997), the direction of the Dag Hammarskjöld Library is towards that of a library without walls whose foundation is technological innovations. The Library, recognizing the need of users for remote access to full-text information, is designing and implementing a virtual library where members of the United Nations community will be able to identify materials in any collection and ask for loan/inter-library loans; or find and download articles in full text from journals. Increasing the provision of on-line information services will assist in achieving that goal. The Internet/Intranet, the interface with the Optical Disk System (ODS) and the digitization of the archival collection of United Nations documents for uploading to the

ODS/United Nations home page are but a few of the projects leading to the virtual library of the future and implementing General Assembly resolution 52/214 of 22 December 1997.

26.25 Through the Integrated Library Management System (ILMS), the Dag Hammarskjöld Library will enhance the linkages between its United Nations Bibliographic Information System (UNBIS) and ODS to create a complete United Nations documentation resource for the Organization. The Integrated Library Management System will also serve as the basis of a shared indexing network linking United Nations Headquarters libraries with overseas duty stations. Through more innovative use of technology, the UNBIS catalogue will become a much richer tool that will provide a truly interactive resource. The Library plans to catalogue the United Nations system's Internet sites, providing access through UNBIS, and is creating on-line access to the image files of United Nations maps. The Library also plans to make available digital files of maps, with accompanying documents, from ODS. The Library will also expand the offerings on its Internet and Intranet sites, striving to make them increasingly multilingual. The Library will be networking with other United Nations agencies through the Information Systems Coordination Committee (ISCC) in joint projects for making United Nations system information widely available. All of these projects are envisioned to serve not only the Organization, but to reach out to a worldwide user community of Governments, depository libraries and the public at large. The Library will also work with other United Nations system organizations to implement a joint inter-agency programme for depository libraries.

26.26 As electronic resources multiply, the Dag Hammarskjöld Library will be the gateway to a vast depository of information resources and provide ongoing training to missions and Secretariat staff and other clients in their use. The Library will maintain and coordinate a consortium of United Nations system organizations to share access to and costs of on-line information resources.

26.27 Map-making, map reference and geographical information services will continue, with particular emphasis on developing improved products for facilitating digital map data exchange through new webserver technology and special digital display support for the activities of the Security Council.

26.28 The network of United Nations information centres operates United Nations document reference collections containing mainly United Nations parliamentary documents, reports and sales publications in close cooperation with the Dag Hammarskjöld Library. A major objective will be to increase access to and enhance the services offered by the reference libraries of the United Nations information centres and United Nations Information Services, by a broader use of ODS and other technical innovations, as well as to promote the unrestricted access to United Nations information by researchers, students, parliamentarians and the general public.

Activities

26.29 During the biennium the following activities will be undertaken:

(a) *Other substantive activities*

(i) Recurrent publications. ***Documents Index*** (four issues each, 1998 and 1999); ***Index to Proceedings of the General Assembly*** (one issue each, fifty-second and fifty-third sessions); ***Index to Proceedings of the Security Council*** (one issue each, 1997 and 1998); ***Index to Proceedings of the Economic and Social Council*** (one issue each, 1997 and 1998); and ***List of Depository Libraries*** (one issue each, 1998 and 1999) (LPD);

(ii) Monographs. *United Nations 1945-1995: a bibliography* (one issue, 1998); *UNBIS Reference Manual for Bibliographic Description* (one issue, 1998); and *Quick Users' Guide to UNBIS* on Horizon (one issue, 1998) (LPD);

(iii) Electronic publications on the Internet/Intranet. UNBIS – Bibliographic database (Internet) (one each, 1998 and 1999); UNBIS Reference Manual for Bibliographic Description (Internet) (one each, 1998 and 1999); UNBIS Authority File (Internet) (one each, 1998 and 1999); UNBIS Thesaurus (Internet) (1999); UNBIS Series Symbol File (Internet) (1999); Index to Proceedings of the General Assembly, Security Council and Economic and Social Council (Internet) (one each, 1998 and 1999); and United Nations Information Query (ready reference information on the United Nations) (Internet) (one each, 1998 and 1999) (LPD);

(iv) Other technical assistance services

a. Assistance to the network of United Nations information centres and United Nations Information Services at Geneva and Vienna on research for specific information, documentation, photographs or other information products produced by various substantive offices of the United Nations system, to be used for media and public outreach, including exhibits and special presentation, in the field (ICS);

b. Maintaining a United Nations document reference collection with material from the United Nations and the specialized agencies, and providing related services to researchers, students, parliamentarians, government officials and the general public (United Nations information centres and field offices, UNIS/GVA and UNIS/VIE);

c. Inspecting, at the request of the Dag Hammarskjöld Library and when feasible, United Nations depository libraries in the region covered by United Nations information centres, and advising on the management and maintenance of the United Nations collection (United Nations information centres and field offices).

Subprogramme 4

Publication services

26.30 The subprogramme will be implemented by LPD.

26.31 Authoritative publications continue to have a long-term impact on opinion and policy, despite the proliferation of powerful new media, and the print medium still remains the principal and most effective way for the communication of ideas and concepts around the world. Publications are also an essential element in portraying the United Nations as an open and transparent organization and the Organization has an obligation to provide information about its work to many audiences, including the media, the academic community, NGOs and other public and official institutions, all of which are the principal target audiences for the Department's outputs. The main objectives of the subprogramme, therefore, are to provide, in a timely and cost-effective manner, authoritative print and electronic publications, both recurrent and non-recurrent, that enhance knowledge and understanding about the Organization. These publications fall into two main categories: institutional publications that act as essential reference materials about the goals and activities of the United Nations system; and more widely disseminated advocacy publications designed to promote the relevance of the entire United Nations system to people around the world and to reflect the vital role it plays in meeting compelling contemporary challenges.

26.32 The work of the Publications Service centres around the writing and production, in print, and, where appropriate, electronically, of periodicals, books and other publications. The principal outputs of the Service consist of: the *Yearbook of the United Nations*; the periodicals, *UN Chronicle*, *Africa Recovery* and *Development Business* (which is entirely self-financing); and the recurrent publications, *Basic Facts About the United Nations*, produced every two years; *UN in Brief*, *Image & Reality*, the *UN Briefing Papers* series, and the *Annual Report of the Secretary-General on the Work of the Organization*, which are all produced annually. In addition, the Service ensures that copies of the *Charter of the United Nations* are always available in all six official languages.

26.33 With the Service's focus now directed exclusively at publications, a significant reorientation will be carried out through changes in content and presentation. The priority is to make Department of Public Information publications more marketable, more widely available, more cost-effective and more timely. These goals are being met through an extensive training programme for staff at all levels and through:

(a) A more rigorous, demand-driven approach to formulating content and writing style, resulting from closer collaboration with the Sales and Marketing Section and from planned reader surveys. At the same time, publications are being carefully differentiated and profiled in order to promote their marketability and impact in what is an intensely competitive market, coordinated directly through United Nations information centres;

(b) Closer system-wide collaboration with substantive units, which has helped sharpen and has given greater authority to each publication's message and content;

(c) A growing use of electronic publishing, which will significantly widen outreach to new audiences and constituencies. It will also help reduce the print runs and therefore the cost of several publications;

(d) The deployment of advanced publications technology, which is replacing antiquated word-processing equipment and providing, at lower cost, speed, flexibility and higher-quality graphic presentation. This will also permit a more streamlined editorial process, enabling different units to utilize the research and writing already done by other parts of the department. Decentralized desktop publication is also resulting in each unit's becoming more self-sufficient in formatting and production, thereby eliminating bottlenecks associated with central processing units;

(e) Cost-effectiveness is also being pursued through much greater use of the Secretariat's reproduction facilities, thereby permitting the production of more official language versions of certain publications.

26.34 Another priority is to enhance control and streamlining of the complex production process for the Secretariat's publications, a process spanning at least 20 separate units spread across many departments and offices. Steps taken to this end include giving the overall responsibility for production and coordination of publications to a more senior manager, by moving the Production and Coordination Unit to the Editorial Section.

Activities

26.35 During the biennium the following activities will be undertaken:

(a) *Other substantive activities*

(i) Published materials

a. Mandated recurrent publications. The *Yearbook of the United Nations* (annual, in English), the *UN Chronicle* (a quarterly, with editions in Arabic, Chinese,

English, French, Russian and Spanish) and *Africa Recovery* (quarterly, in English and French). In addition, *Charter of the United Nations and Statute of the International Court of Justice* (reprints in six official languages, as required) (LPD);

b. Discretionary recurrent publications. *Basic Facts About the United Nations* (biennial, in English, French and Spanish), the *Annual Report of the Secretary-General on the Work of the Organization* (annual, in all six official languages), *UN in Brief* (annual, in all six official languages), *Image & Reality* (annual, in English, French and Spanish), *UN Briefing Papers* series (formerly *Notes for Speakers*) (annual, in English, French and Spanish), General Assembly media kit (annual, in English and French); and feature articles (as required, in English and French) (LPD);

(ii) Other technical assistance services

a. Oversight and management of the production of all official publications. Working in close cooperation with the Office of Conference and Support Services and all author departments, the Service advises departments on printing costs and options and prepares technical specifications for print materials (LPD);

b. Design services to the Secretariat. Design standards and guidelines are determined, and design, typesetting and camera-ready mechanical and computer-generated art work are prepared, including for logos, promotional materials, posters and publications (LPD).